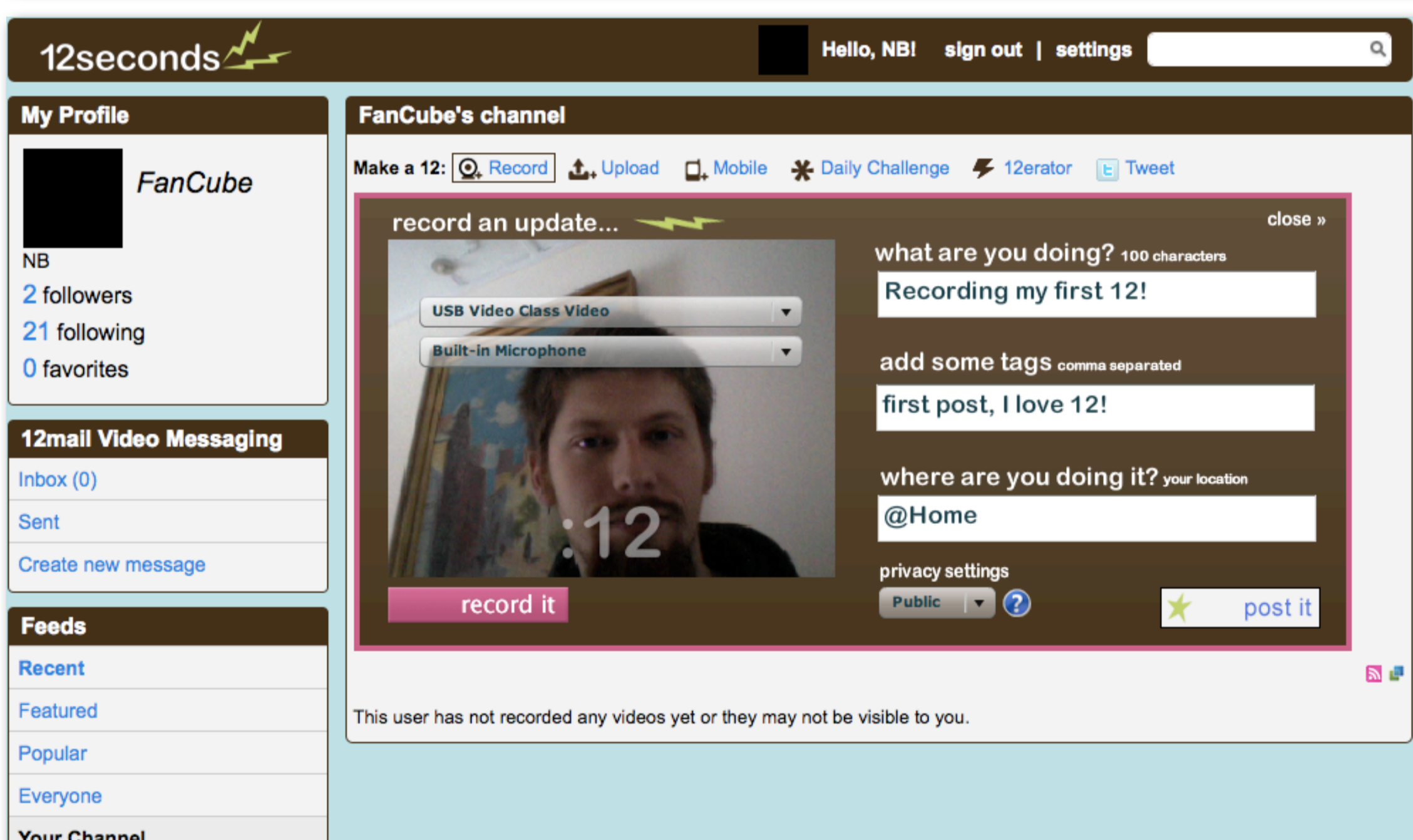


VIDEO MICROBLOGGING

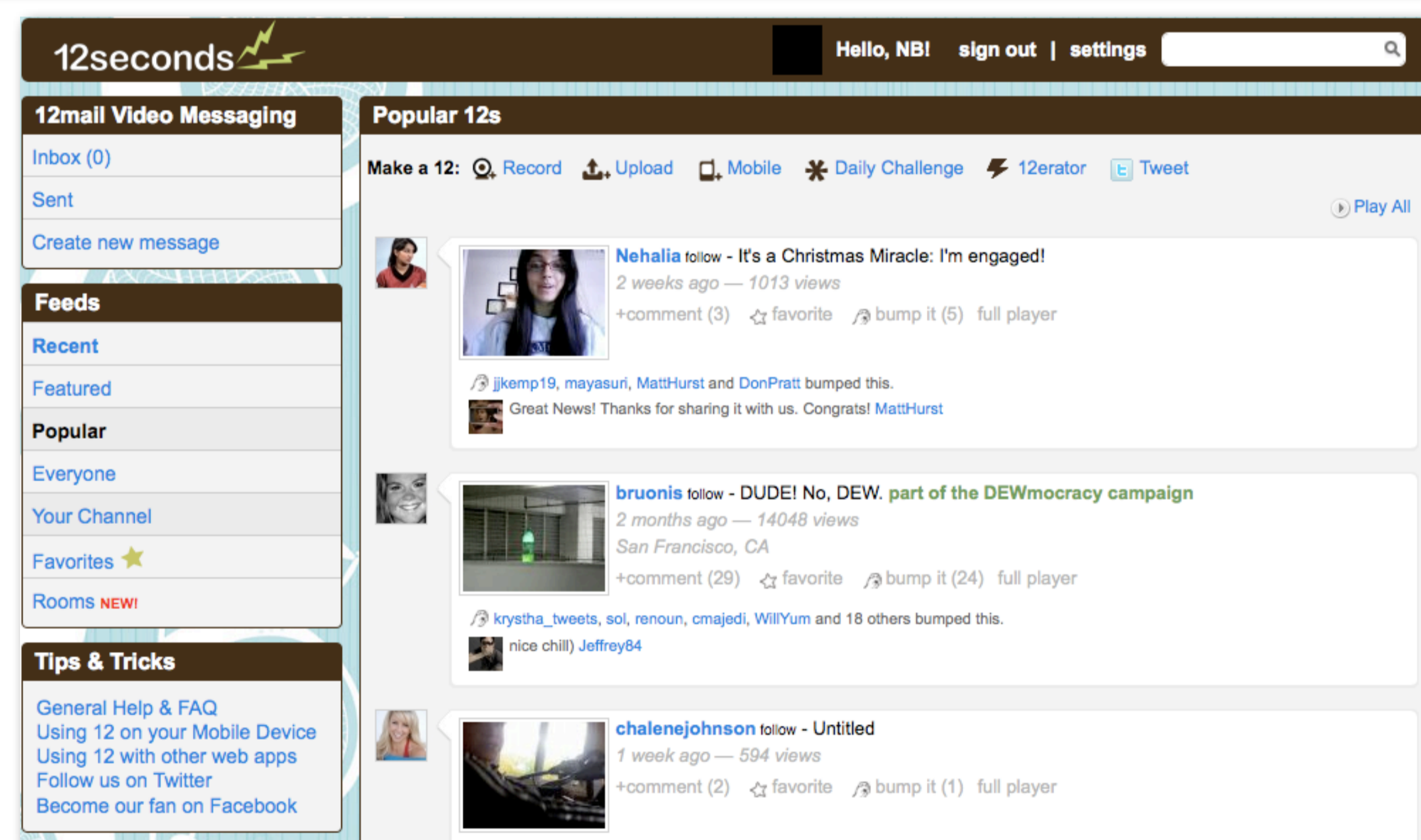
YOUR 12 SECONDS OF FAME

Microblogging is a recently popular phenomenon and as video cameras have become commonly integrated into mobile phones, a new type of microblogging has entered the arena of electronic communication: video microblogging. In this study we examine video microblogging, which is the broadcasting of short videos. A series of semi-structured interviews offers an understanding of why and how video microblogging is used and what the users broadcast.

Our findings indicate that the intention behind video microblogging is not only to make videos available for others to watch. The process is often more important than the product. It is about making spontaneous recordings here and now without planning in advance. Video microblogging is part of a larger social networking strategy composed of several services and is not used independently; it is commonly seen as an extension to other online social networks, which make it easy and fast to share short video clips. Microblogging has been proposed as a tool for social collaboration - our results indicate that video microblogging primarily is used for self-expression and entertainment.



It is all about posting videos! Users can post from the Web, from third-party applications and from mobile phones. Mobility is key, and the users want to be able to record and post videos from wherever they are at the moment.



With video microblogging it is possible to visually express yourself. Instead of the users explaining what is going on they are able to show what is going on. Our research indicates that users see video microblogging as an extension rather as a replacement of other services.

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